

Brandevue Pte Ltd

EXECUTIVE SUMMARY

Brandevue Pte Ltd is a Singapore based organization that combines Branding & Positioning know how with Learning & Development and Information Technology. Its blueprint offers superior value to small and medium sized companies in Singapore, China and other South East Asian countries in the area of marketing, brand building and positioning and thus in overall business growth enhancement.

Every business is in reality in marketing business as there is no business without marketing. Branding comprising of strong corporate identity with sound message that is communicated well and is visually attractive and enticing along with the whole corporate branding composition is one of the cornerstones of the marketing contributing significantly to the business growth.

However, many companies and especially SMEs face significant issues in the area of marketing and brand building and management. There is a lack of strong local Singapore brands rising from SMEs level. There are several reasons:

*Minimal formal education or practical experience with managing brand holistically and with branding in general
Limited methods and systems to support the management and enhancement of brand building for SMEs (tools are either unaffordable or incomprehensible)*

The **Brandevue** – software branding platform resolves the brand building predicaments and problems of business owners and marketing managers.

Brandevue's Vision

To create a comprehensive user-friendly platform that provides the structure to manage brand holistically, the content to develop and manage brand resources and the training via interactive e-learning and an artificial intelligence platform to develop one's knowledge and skills in the area of total brand building and management.

Users, be it business owners or Marketing Managers, will be able to promptly and conveniently learn the basics and more about branding and positioning, train on-line and practice in any business environment at their own speed based on individual company and brand needs.

Branding & positioning will become accessible to all companies and especially SMEs as the market understanding, knowledge and practical application of the branding basics will become easy to learn, use and apply. This knowledge and tools would bring companies to completely new level.

Thanks to the Interactive Digital Media intelligent e-learning platform, a self-learning artificial intelligence platform, video based learning and other self enhancing smart digital tools, each implementation will be customized to organizational requirements.

At the same time, the **Brandevue platform** allows users to traditionally manage brand's information and use it for daily brand management activities or for on-line training. Users will also be able to generate customized corporate identity and other branding elements thanks to sophisticated tools and creative platform that will be developed to enable more and more people to become "professional designers" in no time with minimal design skills.

The **Brandevue platform** provides a vault of branding consulting knowledge and experience at low cost and makes it accessible online to companies and individuals. This ensures that companies will be able to focus on growing the business while brand will support that mission in all aspects on all battlefields.

The founding management team and the cornerstones of Brandevue Pte Ltd's development are: Danny who has over 10 years of practical branding and hands on graphical design experience..... . Johny ?? who has 10 years of brand management experience in 14 countries, XYZ who has 10 years of the latest technology experience and Dasha of NextLogic Pte Ltd who has 10 years of software solutions implementation experience and practical sales, marketing and branding experience from marketing & software companies in Europe and Asia.

WHO WE ARE

Brandevue Pte Ltd founding team

CVs of the founding team (see example)

Dagmar Alexyova (Dasha)

Dasha has over 10 years of experience in sales, marketing, branding consulting, HR management and project management in various industries and companies like Theron Business Consulting Germany, Accenture Slovakia, Excellent Training Slovakia and hSenid Software International Sri Lanka, NextLogic Pte Ltd Singapore and more.

She worked on several brand building projects, out of which one of the biggest, was implementation of American brand Powerware in Sri Lanka and its localization.

Considering herself a unique personal brand, she positions herself as an "ambassador" of Slovakia and NextLogic wherever she goes.

Her interest in communication, working with people and for people and passion for continuous learning brought her also into many non profit organizations like Red Cross Youth, AIESEC and currently she is contributing to Score Digital Media in Changi Prison, Singapore. Dasha is also training to become a professional coach under Executive Coach International Pte Ltd in Singapore.

Her passion for both, marketing & brand management and business management platforms development and project management will be hugely utilized in **Brandevue Pte Ltd**.

Dasha is from Slovakia where she graduated from Comenius University in Bratislava in marketing and management.

THE COMPANY

Brandevue Pte Ltd was created to offer branding capital value to pan asian business owners and marketing managers and executives and then to develop a global presence. Our goal is through strategic and mutually beneficial partnerships bring the **Brandevue** platform to

100,000 small and medium sized companies in South East Asia by 2012 creating a revenue stream of 10 millions USD annually.

Our critical success factors are:

1. The Team – the knowledge, skills and motivation behind **Brandevue**
2. The Product – **Brandevue**’ platform will systematize and enhance SMEs in the area of brand management with additional value in self learning and branding elements and tools self development. This will enable them to grow and achieve their vision faster. The platform will be an affordable, accessible, easy to use system that will enhance company's products and services value and thus create additional income streams and unlimited business growth.
3. The Delivery –worldwide platform transfer utilizing the latest technology tools and media. Flawless access to the application anytime, anywhere requiring no special skills.
4. The Marketing – **mastege** marketing strategy where something of prestige, of high intrinsic and extrinsic value is available to the masses thanks to latest technology advances, media and tools. Branding will be a crucial aspect of the overall business strategy.

Vision

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Mission

Using the latest technology tools and advances create a holistic and intelligent management platform that will allow companies to grow through professional brand building and management.

Values

Customer centric
Teamwork
Continuous improvement
Integrity

THE PRODUCT

Brandevue platform is a **brand resources holistic management and development system** that drives business results. Linking brand performance, visualization, measurement and branding goals with company strategic objectives, **Brandevue** platform rewards company in all areas from a long term perspective.

Designed for Internet or Intranet, **Brandevue** merges web, graphical, design, creative and interactive digital technologies to streamline and enhance organizational brand management and development. **Brandevue** redefines the way of managing brand resources within organizations allowing business owners and marketing or brand managers as well as employees to work with this live system that changes as they change while keeping the brand focus and identity in mind. **Brandevue** strengthens the corporate identity and everybody's identification with what the company stands for. It is a tool to make sure that every one is aligned, breathes and lives the brand and represents the brand as a brand ambassador.

The **Brandevue** platform is a self-learning, self-configurable, global product that can easily support the needs of different regions, departments, and groups. Its various platforms can be used independently or interdependently to create higher value:

1. **A brand mindset development platform (50%)** – provides an employee and manager series of check points to align with the brand direction. Thus ensuring the vision is attained through synchronized brand performance measures and brand cultural alignment.
2. **A brand management platform (20%)** –defines the brand and what it stands for, develops brand strategy and management

systems to support brand building and implementation, aligning overall and individual brand key performance indicators with the company direction.

3. **A brand development platform (20%)** – offers variety of graphical design tools and interactive consulting components to allow anyone to develop specific brand elements effortlessly yet professionally (logo design, business card design, website template proposals preparation, etc.), one's creativity will be enhanced and challenged to efficiently translate brand characteristics into reality
4. **A brand skills development platform (10%)** - supplies-learning tools, videos, case studies allocated and customized to people and managers based on required skills and talents adjusted to their learning styles and speed. Plus an on line library and knowledge sharing center to support company development.

SUMMARY

There is no product or solution currently available on the market that allows users to utilize the potential of branding and information technology to such a level as **Brandevue** aims for.

In the current global & more and more competitive environment its is our responsibility to utilize all we can to bring important aspects of business building down to everyone so we all will be able to run professional and unique business while saving our valuable resources like time and money. Branding does not have to be a privilege of MNCs with huge marketing and branding budgets for expensive consultants and designers. We believe it should be available to all who are willing to learn it and use it for their business benefit. Eventually, if SMEs will be able to create more value in their own businesses, everyone will benefit.

We believe that **Brandevue** will provide all round added value to companies that want to grow and perform at their best.

Brandevue aims to redefine the way brand building and management is approached and utilized to achieve organizational success.